

Corrected to October 1, 1937

List of Sound and Silent

# 16mm. Motion Pictures

available from

# Eastin 16mm. Pictures



Payments for film service are to be made direct to Eastin 16mm. Pictures, Davenport, Iowa. No salesmen or agents are authorized to make any collections whatsoever for the Company, and the Company assumes no responsibility for payments made contrary to these instructions. All bookings are subject to acceptance by the Davenport office. Rates are subject to change without notice.



506 Putnam Bldg.  
Davenport, Iowa

## **GENERAL INFORMATION**

Rentals are payable in advance or shipments will be made C. O. D. Responsible institutions and organizations such as schools, Y. M. C. A.'s and C. C. C. Camps may arrange for open account privileges, accounts to be paid in full the first of each month. However, it is essential that a specific agreement covering such payment be made before such privileges will be made effective.

Payments for film service are to be made direct to Eastin 16mm. Pictures, Davenport, Iowa. No salesmen or agents are authorized to make any collections whatsoever for the Company, and the Company assumes no responsibility whatever for payments made contrary to these instructions. All bookings are subject to acceptance by the Davenport office. Rates are subject to change without notice.

Rentals are payable for every day films are held over the period for which booked. If a program is booked for use Wednesday, it must be returned by the first train Thursday. If it is not returned until Friday, an extra day's rental is due and must be paid before additional service will be supplied. Should a program be booked for one week's use beginning on a Monday, it must be returned by the first train the following Monday, etc. etc. Bookings are not subject to cancellation after shipment has been made. In such instances, user should accept shipment and immediately return it to the library pre-paid. He will then be privileged to use this same program later, within a reasonable time, for a similar length of time at one-half the regular rate, providing original booking was for no longer than one week's use. Eastin 16mm. Pictures assumes no responsibility for delays in transportation or last minute substitutions because of delayed returns. Every effort is made to maintain the best dependable service possible, but the cooperation of every user is essential.

---

### **Read Before You Show Sound Films**

Efficient projection of sound pictures depends upon the careful handling of sound film. An excessive amount of dust and oil on the film may cause a certain amount of "fry" in the sound. Scratches of certain types on the sound track may distort the sound. Scratches on the picture portion of the sound track may distort the sound. Scratches on the film detract from its effectiveness.

Keep your projector very clean. Before each day's showing, and between showings when relatively new prints are used, clean all projector and sound parts with which the film comes in direct contact. Don't assume the film channels are clean—check them every day. Follow exactly the instruction manual supplied with your projector. If film is loose on the reel, do not tighten by pulling the end. Instead, TAKE TIME TO REWIND PROPERLY. If film breaks, stop the machine and re-thread completely. Fasten the broken ends together at the take-up reel with a small paper clip. When starting the machine again, watch the take-up reel for a turn or two so as to be sure the film is winding properly. When threading your machine, be sure ample loops have been made. However, DO NOT HAVE LOOPS SO LARGE THAT THE FILM SLAPS ANY PART OF THE MACHINE OR CASE.

DO NOT attempt to splice sound film unless you are to immediately show it again. In case of damage, return all broken pieces to the library so that the film can be repaired with as little loss as possible. No charge is made for ordinary wear and tear or simple breaks in the film, but FILM DAMAGE WHICH REQUIRES THE REPLACEMENT OF FOOTAGE WILL BE CHARGED TO THE USER CAUSING THE DAMAGE.

Scanned from the collection of  
Karl Thiede

Coordinated by the  
Media History Digital  
Library  
[www.mediahistoryproject.org](http://www.mediahistoryproject.org)

Funded by a donation from  
David Pierce

Digitized by the Internet Archive  
in 2011 with funding from  
Media History Digital Library



Scene from the Talking Feature, "Suicide Squad"

Read your instruction manual carefully and follow instruction in every detail. The greater part of all trouble is due to the failure of operators to follow instructions. Do not attempt to thread sound films into a silent projector as irreparable damage will result.

All sound programs, except single 400 ft. reels, are supplied on 1600 ft. reels without additional charge. Transportation on sound programs, both for delivery and return, must be paid by the user.

Rental rates for sound-on-film programs are as follows:  
For one day's use: Programs of one to three reels, \$1.50 a reel. Programs of four reels and over, \$1.25 a reel. Complete programs consisting of a feature with short subjects to total nine reels, \$10.00. Add 50% for one additional consecutive day. (Week rates apply to runs of three to seven days).

For one week's use: Programs of one to three reels, \$3.00 a reel. Programs of four reels and over, \$2.50 a reel. Complete programs consisting of a feature with short subjects to total nine reels, \$20.00. Add 75% for each additional consecutive week. (For bookings of four weeks or over, write for special quotations.)

---

### ***Sound Travel, Sport, Adventure Films***

1005—SKI THRILLS OF NORWAY 1

1006—WATER BUGS, *Grantland Rice Sportlight of Water Sports*, 1

1010—LET 'ER BUCK, *Grantland Rice Sportlight* 1

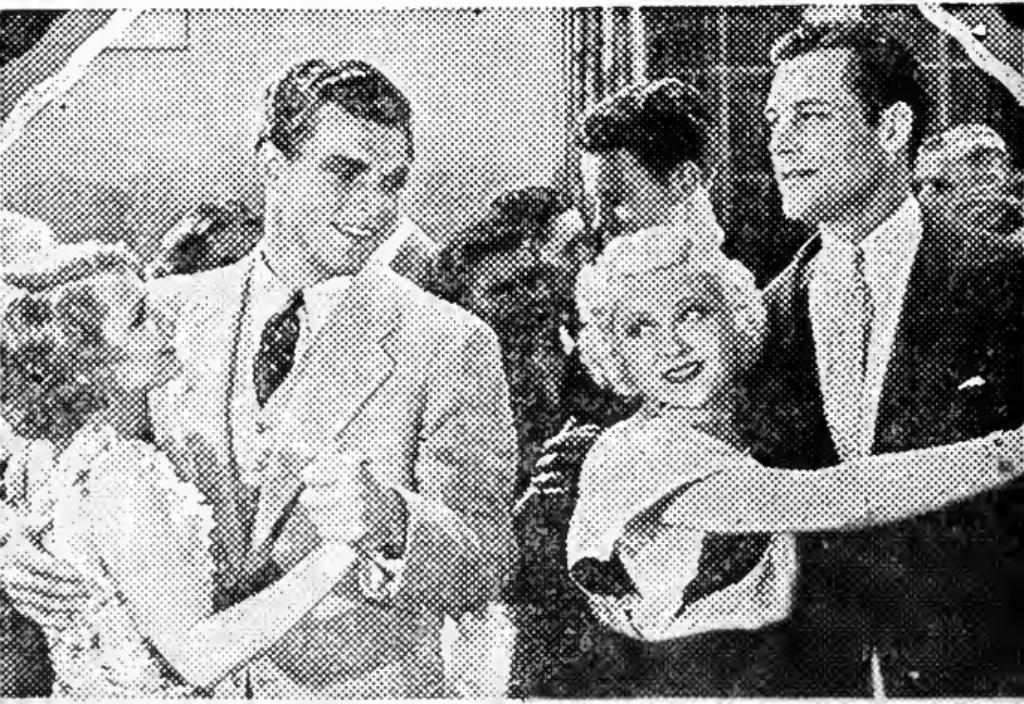
1012—EXPLORING OLD ENGLAND WITH WILL ROGERS 1

1013—SWINGING THROUGH SWITZERLAND WITH WILL ROGERS 1

1016—ABANDONED IN THE AMAZON FORESTS 1

1018—SWISS ON WHITE, *Winter Sports at St. Moritz* 1  
1019—WINGS OVER WEST INDIES 1  
1020—KILLING THE KILLER 1  
1021—NORWEGIAN SKETCHES 1  
1022—CRYSTAL CHAMPIONS, *Grantland Rice Sportlight with Johnny Weissmuller* 1  
1025—GHOSTS OF THE GOLDEN WEST 1  
1026—SKY-HI FROLICS *Grantland Rice Sportlight* 1  
1027—VENETIAN NIGHTS 1  
1028—FEMININE FLASHES IN THE WORLD OF SPORTS 1  
1030—TIGERS OF THE DEEP 1 *Grantland Rice Sportlight of Deep Sea Fishing*  
1031—OUTBOARD STUNTING 1 *Grantland Rice Sportlight*  
1032—TENNIS TOPNOTCHERS 1 (*Grantland Rice Sportlight*)  
1033—THE SPEED LIMITS 1 (*Grantland Rice Sportlight*)  
1034—SLIM FIGURING 1 (*Grantland Rice Sportlight*)  
1035—BATTLING SILVER KINGS 1 (*Grantland Rice Sportlight*)  
1036—WALTER FUTTER CURIOSITY, No. One 1  
1037—WALTER FUTTER CURIOSITY, No. Two 1  
1038—WALTER FUTTER CURIOSITY, No. Three 1

Scene from Talking Feature, "Sweetheart of Sigma Chi"





Scene from the Talking Feature, "Roaring Roads."

1039—WALTER FUTTER CURIOSITY,  
*No. Four* 1  
1040—BACKSTAGE HOLLYWOOD 1  
1041—TRAILING THE SEA HORSE 1  
1046—GLIMPSES OF FRENCH COUNTRY  
LIFE 1  
1055—ISLE OF PARADISE (*Java*) 1  
1057—FLOATING FUN (*Grantland Rice  
Sportlight*) 1  
1058—MANHATTAN MARINERS (*Grant-  
land Rice Sportlight*) 1  
1059—RIDING THE SKIES 1  
1062—RIDERS OF RILEY (*Grantland Rice  
Sportlight*) 1

---

### **Miscellaneous Sound Shorts**

2500—THE TRAP (*Wm. J. Burns Detective  
Mystery*) 1  
2501—THE BLACK WIDOW (*Wm. J. Burns  
Detective Mystery*) 1  
2502—THE PHILADELPHIA-LANCASTER  
COUNTERFEITERS (*Wm. J. Burns De-  
tective Mystery*) 1  
2503—AN ANONYMOUS LETTER (*Wm. J.  
Burns Detective Mystery*) 1  
2504—A BANK SWINDLE (*Wm. J. Burns  
Detective Mystery*) 1  
2505—T H E WILKINS MURDER MYS-  
TERY (*Wm. J. Burns Detective Mystery*) 1

2506—DEATH FANGS 2 with *David Sharpe, Gertrude Messinger and Flash*  
2507—THE BAREFOOT BOY (*Picturization of Whittier's Poem*) 1  
2508—THE VILLAGE BLACKSMITH (*Picturization of Longfellow's Poem*) 1

---

### **Sound Cartoons**

3004—THE VILLAGE SPECIALIST (*Flip the Frog*) 1  
3010—AFRICA SQUEAKS (*Flip the Frog*) 1  
3011—SPOOKS (*Flip the Frog*) 1  
3013—THE MILKMAN (*Flip the Frog*) 1  
3016—PUPPY LOVE (*Flip the Frog*) 1  
3019—THE OFFICE BOY (*Flip the Frog*) 1  
3021—THE CAT'S CANARY (*Aesop's Fable*) 1  
3023—THE TUBA TOOTER (*Aesop's Fable*) 1  
3024—THE GAY GAUCHO (*Cubby Bear*) 1  
3025—MAGIC ART (*Aesop's Fable*) 1  
3026—CUBBY'S WORLD FLIGHT (*Cubby Bear*) 1  
3027—REDSKIN BLUES (*Cubby Bear*) 1  
3029—FUN ON THE ICE (*Aesop's Fable*) 1  
3030—GYPPED IN E G Y P T (*Aesop's Fable*) 1  
3031—OPENING NIGHT (*Aesop's Fable*) 1  
3032—MIDNIGHT (*Aesop's Fable*) 1

Scene from the Talking Feature, "City Limits"





Scene from Talking Feature, "Million Dollar Baby"

3036—THE HAUNTED SHIP (*Aesop's Fable*) 1  
3039—DIXIE DAYS (*Aesop's Fable*) 1  
3040—FROZEN FROLICS (*Aesop's Fable*) 1  
3041—A TOYTOWN TALE (*Aesop's Fable*) 1  
3043—SNOWTIME (*Aesop's Fable*) 1  
3044—WESTERN WHOOPEE (*Aesop's Fable*) 1  
3046—THE BIG CHEESE (*Aesop's Fable*) 1  
3047—TUNING IN (*Aesop's Fable*) 1  
3050—THE FLY'S BRIDE (*Aesop's Fable*) 1  
3052—THE KING OF BUGS (*Aesop's Fable*) 1  
3053—THE OFFICE BOY (*Aesop's Fable*) 1  
3060—RABID HUNTERS (*Tom and Jerry*) 1  
3064—FARM FOOLERY (*Aesop's Fable*) 1  
3065—JAIL BREAKERS (*Aesop's Fable*) 1  
3069—FIDDLESTICKS (*Flip the Frog*) 1  
3070—PUDDLE PRANKS (*Flip the Frog*) 1  
3072—LAUGHING GAS (*Flip the Frog*) 1  
3073—THE NEW CAR (*Flip the Frog*) 1  
3074—NO FARE (*Goofy Gus*) 1  
3075—THE ANIMAL FAIR (*Aesop's Fable*) 1  
3076—DOWN IN DIXIE (*Aesop's Fable*) 1  
3077—THE OLD HOKUM BUCKET (*Aesop's Fable*) 1  
3078—RADIO RACKET (*Aesop's Fable*) 1  
3079—A DIZZY DAY (*The Little King*) 1  
3080—FRESH HAM (*Cubby Bear*) 1

3081—A. M. TO P. M. (*The Little King*) 1  
3082—JUNGLE JAM (*Tom and Jerry*) 1  
3083—POLAR PALS (*Tom and Jerry*) 1  
3084—THE NUT FACTORY (*Cubby Bear*) 1  
3085—PLANE DUMB (*Tom and Jerry*) 1  
3086—THE LAST MAIL (*Cubby Bear*) 1  
3087—THE FAMILY SHOE (*Cubby Bear*) 1  
3088—SINISTER STUFF (*Cubby Bear*) 1  
3089—CHINESE JINKS (*Aesop's Fable*) 1  
3090—INDIAN WHOOPEE (*Cubby Bear*) 1  
3091—POTS AND PANS (*Tom and Jerry*) 1  
3092—CROON CRAZY (*Cubby Bear*) 1  
3093—GOODE KNIGHT (*Cubby Bear*) 1  
3094—THE BALL GAME (*Aesop's Fable*) 1  
3095—BARNYARD BUNK (*Tom and Jerry*) 1  
3096—WILD GOOSE CHASE (*Aesop's Fable*) 1  
3097—JOLLY GOOD FELONS (*Soglow's Little King*) 1  
3098—BUBBLES AND TROUBLES (*Cubby Bear*) 1  
3099—IN DUTCH (*Tom and Jerry*) 1  
3100—SWISS TRICKS (*Tom and Jerry*) 1  
3101—COWBOY CABARET (*Aesop's Fable*) 1  
3102—MAD MELODY (*Aesop's Fable*) 1  
3103—HOW'S CROPS? (*Cubby Bear*) 1  
3104—A SPANISH TWIST (*Tom and Jerry*) 1

Scene from Talking Feature, "King Kelly of the U.S.A."



3105—PICKANINNY BLUES (*Aesop's Fable*) 1  
3106—PIANO TUNERS (*Tom and Jerry*) 1  
3107—NURSERY SCANDAL (*Aesop's Fable*) 1  
3108—SPRINGTIME (*Walt Disney Silly Symphony*) 1  
3109—A YARN OF WOOL 1 (*Aesop's Fable*)  
3110—BUGS AND BOOKS 1 (*Aesop's Fable*)  
3111—SILVERY MOON 1 (*Aesop's Fable*)  
3112—TUMBLEDOWN TOWN (*Aesop's Fable*)  
3113—CUBBY'S STRATOSPHERE FLIGHT 1 (*Cubby Bear*)  
3114—WILD CARGO 1 (*Cubby Bear*)  
3115—PENCIL MANIA 1 (*Tom and Jerry*)  
3116—TIGHT ROPE TRICKS 1 (*Tom and Jerry*)  
3117—THE MAGIC MUMMY 1 (*Tom and Jerry*)

---

### **Musicals**

4023—AN ORGAN FESTIVAL (*Organlogue*) 1  
4025—REEL MELODIES OF YESTERDAY (*Organlogue*) 1  
4036—RIDE 'EM COWBOY with *Bob Carney and Thelma White* 2  
4037—AN ORIENTAL PHANTASY (*Organlogue*) 1

Scene from the Talking Feature, "The Rogue's Tavern"



4039—SONGS OF THE SUN (*Organlogue*) 1  
4041—TINTYPES (*Organlogue*) 1  
4042—NOCTURNE (*Organlogue*) 1  
4043—A WALTZ DREAM (*Organlogue*) 1  
4047—GUS EDWARDS featuring *Gus Edwards, Ralph Kirbery and a number of Gus' young proteges* 1  
4052—BENNY DAVIS featuring *Benny Davis, Roy Atwill, Charles Carlisle, Martha Ray and the Stewart Sisters* 1  
4054—SONGS OF THE RANGE featuring *Lew White at the Organ and Art Dickson, the Singing Cowboy* 1  
4069—CLIFF FRIEND featuring *Cliff Friend, Peggy Healy, Pickens Sisters, Jack Fulton and Louis Dean* 1  
4070—SONGS OF THE HILLS featuring *the Radio Rubes* 1  
4072—SING 'EM BACK ALIVE, a cartoon-screen song featuring *the Eton Boys* 1  
4073—TONGUE TWISTERS, a screen song featuring *Lew White at the Organ with Irving Kaufmann* 1  
4075—THEME SONGS OF YESTERDAY (*Organlogue*) 1  
4079—AN OLD FAMILY ALBUM No. One 1  
4080—AN OLD FAMILY ALBUM No. Two 1  
4081—MOON SONGS *Organlogue* 1  
4082—OLD GANG SONGS *Organlogue* 1

Scene from Talking Feature, "Lost in the Stratosphere"





Scene from Talking Feature, "The Nut Farm"

**4084—INTERNATIONAL VARIETIES**

No. 1 with *Noni, the clown, and the Two Tars, Albert Sandler and his Viennese Orchestra and Strelsky's Cossack Chorus* 1

**4090—SONGS OF THE PRAIRIE** 1

**4103—LET'S BE OPTIMISTIC** (*Organlogue*) 1

**4104—NIGHT AIRS** (*Organlogue*) 1

**4105—MOONLIGHT SILHOUETTES** (*Organlogue*) 1

**4106—A BOUQUET OF ROSES** (*Organlogue*) 1

**4107—SONGS OF YESTERYEAR** (*Organlogue*) 1

**4108—NIGHT OF ROMANCE** (*Organlogue*) 1

**4109—BUBBLING OVER** with *Ethel Waters* 2

**4110—LET'S IMAGINE** (*Organlogue*) 1

**4111—FOLLOW THROUGH** (*Organlogue*) 1

**4112—DO YOU REMEMBER?** (*Organlogue*) 1

**4119—CIRCUS DAY** (*Organlogue*) 1

**4120—MELODY TOUR** (*Organlogue*) 1

**4121—A DAY AT THE RACES** (*Organlogue*) 1

**4122—FOR OLD TIME'S SAKE** (*Organlogue*) 1

**4123—SHIP OF DREAMS** (*Organlogue*) 1

**4125—SEA SORE** with *Arthur Tracy* 2

4129—STUDIO VARIETIES No. One 1  
4130—STUDIO VARIETIES No. Two 1  
4139—RHYTHM RHAPSODIES 1

---

### **Talking Comedies**

4026—HIZZONER with *Bert Lahr, Jimmy Wallington, James Melton* 2  
4038—MICKEY'S SURPRISE, *Mickey McGuire Comedy* 2  
4046—TWO HARD WORKERS featuring *Molasses 'n' January* 1  
4050—MICKEY'S WARRIORS, *Mickey McGuire Comedy* 2  
4053—MICKEY'S MIX-UP, *Mickey McGuire Comedy* 2  
4062—A SMALL TOWN IDOL with *Ben Turpin, Dot Farley, Charlie Murray, Louise Fazenda* 2  
4068—SHE WHOOPS TO CONQUER with *ZaSu Pitts, Billy Bevan and Daphne Pollard* 2  
4071—IT'S A BIRD, a *Lowell Thomas Tall Story* featuring *Charley Bowers* 2  
4078—TOUGH BREAKS with *Fatty Laymon* 2  
4083—THE STRANGE CASE OF HENNESSY with *Cliff Edwards* 2  
4102—THE KNIFE OF THE PARTY with *Lillian Miles* 2

Scene from the Talking Feature, "The Lion's Den"





Scene from the Talking Feature, "Back Page"

4113—MICKEY'S CHAMPS, *Mickey McGuire Comedy* 2  
4114—MICKEY'S MASTER MIND, *Mickey McGuire Comedy* 2  
4115—MICKEY'S BIG MOMENTS, *Mickey McGuire Comedy* 2  
4116—MICKEY'S WHIRLWINDS, *Mickey McGuire Comedy* 2  
4117—MICKEY'S STRATEGY, *Mickey McGuire Comedy* 2  
4118—THE PESTS, *Al Alt Comedy* 2  
4124—NO MORE WEST with *Bert Lahr* 2  
4134—MICKEY'S MERRY MEN (*Mickey McGuire Comedy*) 2  
4135—SHEBA OF THE SOUTH SEAS with *Louise Fazenda* 2  
4136—MEET THE QUINCE with *Alberta Vaughn* and *Al Cooke* 2  
4137—IT AIN'T LIKE IT USED TO BE with *Louise Fazenda* 2  
4138—COLLEGE DAZE with *Alberta Vaughn* and *Spec O'Donnell* 2  
4140—HENRY THE ACHE with *Bert Lahr* 2

---

### *Talking Features*

5009—VENGEANCE OF RANNAH with *Rin-tin-tin, Jr.* 6  
5018—SANTA FE BOUND with *Tom Tyler* 6  
5022—THE LIVE WIRE with *Richard Talmadge* 6

5024—THE MIDNIGHT PHANTOM with  
*Reginald Denny, Claudia Dell and Lloyd Hughes* 7

5041—ROARING ROADS, *Mickey Daniels, Mary Kornman, David Sharpe, Gertrude Messinger* 6

5042—LITTLE MEN, *Louisa May Alcott's famous story with Erin O'Brien-Moore and Ralph Morgan* 8

5043—WILD HORSE with *Hoot Gibson, Stepin Fetchit, Alberta Vaughn* 7

5044—IN OLD SANTA FE with *Ken Maynard, Gene Autry, Evalyn Knapp, H. B. Warner* 7

5045—CITY LIMITS with *Frank Craven, Ray Walker, Sally Blane, Claude Gillingwater* 7

5046—MYSTERY LINER, *Edgar Wallace's story with Noah Beery and Astrid Allyn* 7

5047—THE LOST JUNGLE with *Clyde Beatty and Cecelia Parker* 7

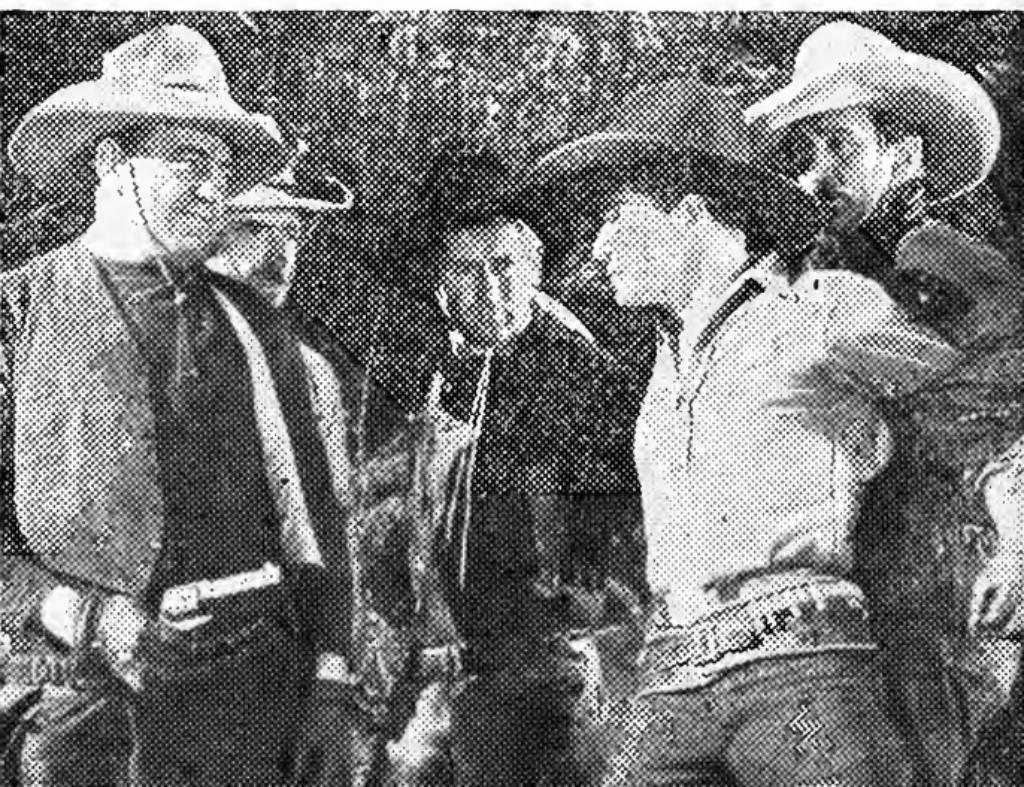
5048—SOCIAL ERROR with *David Sharpe, Gertrude Messinger, Monte Blue, Lloyd Hughes, Shelia Terry* 6

5053—AN OLD SPANISH CUSTOM with *Buster Keaton* 6

5054—CAVALIER OF THE WEST with *Harry Carey* 7

5055—SPEED DEVILS with *Paul Kelly, Marguerite Churchill and Russell Hardie* 6

Scene from the Talking Feature, "Trail of Terror"



5057—YOUNG AND BEAUTIFUL with  
*William Haines, Judith Allen, Joseph Cawthorn, John Miljan, the Wampas Baby Stars and Ted Fio-Rito's Orchestra* 8

5060—SWEETHEART OF SIGMA CHI with  
*Mary Carlisle, Buster Crabbe, Charles Starrett, Florence Lake and Ted Fio-Rito and his Orchestra* 8

5061—KING KELLY OF THE U. S. A. with  
*Guy Robertson, Edgar Kennedy, Irene Ware and Franklin Pangborn* 7

5063—WHEN LIGHTNING STRIKES with  
*Lightning, the Wonder Dog, and Francis X. Bushman, Jr.* 6

5064—DANGER TRAILS with *Guinn (Big Boy) Williams* 6

5065—MONEY MEANS NOTHING with  
*Wallace Ford and Gloria Shea* 7

5066—THE NUT FARM with *Wallace Ford* 7

5067—LOST IN THE STRATOSPHERE  
with *William Cagney, Eddie Nugent and June Collyer* 7

5068—A GIRL OF THE LIMBERLOST with  
*Louise Dresser, Marian Marsh, Ralph Morgan, Helen Jerome Eddy, Eddie Nugent, Betty Blythe, Edward Ellis* 9

5069—SUCCESSFUL FAILURE with *Wm. Collier Sr., and Lucile Webster Gleason* 7

5070—MILLION DOLLAR BABY with *Ray Walker and Arline Judge* 8

5071—THE MYSTERIOUS MR. WONG  
with *Bela Lugosi, Wallace Ford and Arline Judge* 7

5072—MAKE A MILLION with *Charles Starrett and Pauline Brooks* 7

5073—GIRL OF MY DREAMS with *Mary Carlisle, Eddie Nugent and Sterling Holloway* 8

5074—OUTLAW RULE with *Reb Russell* 6

5075—KENTUCKY BLUE STREAK with  
*Eddie Nugent, Junior Coghlan and Patricia Scott* 6

5076—THE OUTLAW DEPUTY with *Tim McCoy* 6

5077—THE TRAIL BEYOND *with John Wayne (From James Oliver Curwood's, The Wolf Hunters)* 6

5078—THE HOOSIER SCHOOLMASTER *with Norman Foster and Charlotte Henry* 8

5079—THE LAST OF THE CLINTONS *with Harry Carey* 6

5080—CARYL OF THE MOUNTAINS *with Rin-tin-tin, Jr.* 6

5081—I CONQUER THE SEA *with Steffi Duna and Douglas Walton* 7

5082—HARMONY LANE *with Douglass Montgomery, Evelyn Venable, William Frawley, Joseph Cawthorn, Adrienne Ames. (The life story of Stephen Foster).* 9

5083—KEEPER OF THE BEES *with Neil Hamilton, Betty Furness, Edith Fellows.* 8

5084—THE HEADLINE WOMAN *with Roger Pryor and Heather Angel* 8

5085—THE MAN FROM GUNTOWN *with Tim McCoy* 6

5086—BEHIND THE GREEN LIGHTS *with Norman Foster, Judith Allen and Sidney Blackmer* 7

5087—ONE FRIGHTENED NIGHT *with Charley Grapewin, Mary Carlisle, Evalyn Knapp, Regis Toomey, Wallace Ford, Hedda Hopper, Lucian Littlefield* 7

5088—SUICIDE SQUAD *with Norman Foster, Joyce Compton* 6

5089—SKULL AND CROWN *with Rin-tin-tin Jr.* 6

5090—THE WORLD GONE MAD *with Pat O'Brien, Mary Brian, Neil Hamilton* 8

5091—THE TEST *with Rin-tin-tin Jr.* 6

5092—PARADISE CANYON *with John Wayne* 6

5093—CALLING ALL CARS *with Jack La-Rue and Lillian Miles* 7

5094—HIDDEN VALLEY *with Bob Steele* 6

5095—THE TEXAS TERROR *with John Wayne* 6

5096—ROAMIN' WILD with *Tom Tyler and Max Davidson* 6

5097—THE DESERT TRAIL with *John Wayne* 6

5098—THE FIRE TRAP with *Norman Foster, Evalyn Knapp, Sidney Blackmer and Oscar Apfel* 7

5099—DIZZY DAMES with *Marjorie Rambeau, Florine McKinney, Lawrence Gray, Dorothy Lee* 9

5100—TRAILIN' NORTH with *Bob Steele* 6

5101—THE STAR PACKER with *John Wayne* 6

5102—THE OLD HOMESTEAD with *Mary Carlisle, Willard Robertson, Lawrence Gray* 8

5103—THE ROGUE'S TAVERN with *Wallace Ford, Barbara Pepper, Joan Woodbury, Jack Mulhall* 7

5105—ROARIN' GUNS with *Tim McCoy and Tommy Bupp* 7

5106—THE MILLIONAIRE KID with *Betty Compson, Bryant Washburn, Eddie Gribbon and Bradley Metcalfe* 6

5107—THE OIL RAIDER with *Buster Crabbe, Gloria Shea and Claude King* 7

5110—THE GHOST PATROL with *Tim McCoy* 6

5111—BACK PAGE with *Peggy Shannon, Claude Gillingwater, Sterling Holloway* 7

5112—JUST MY LUCK with *Charles Ray, Eddie Nugent, Anne Gray* 7

5113—BADGE OF HONOR with *Buster Crabbe and Ruth Hall* 7

5114—BETWEEN MEN with *John Mack Brown* 6

5115—THE LOUD SPEAKER with *Ray Walker, Jacqueline Wells and Charley Grapewin* 8

5116—BLACK BEAUTY with *Esther Ralston, Alexander Kirkland and Gavin Gordon* 7

5119—BORN TO FIGHT with *Frankie Darro, Kane Richmond and Shelia Mannors* 7

5120—THE WILDERNESS MAIL with *Kermit Maynard (James Oliver Curwood story)* 6

5121—DOUGHNUTS AND SOCIETY with *Louize Fazenda and Maude Eburne* 7

5122—LADIES CRAVE EXCITEMENT with *Norman Foster, Evalyn Knapp, Eric Linden* 7

5123—DRAKE THE PIRATE with *Matheson Lang, Athene Seyler, Jane Baxter, Henry Mollison* 8

5124—RUSTLER'S PARADISE with *Harry Carey* 6

5125—TRAIL OF TERROR with *Bob Steele* 6

5126—THE SILVER TRAIL with *Rin-tin-tin, Jr.* 6

5127—NORTHERN FRONTIER with *Kermit Maynard* 6

5128—THE LION'S DEN with *Tim McCoy and Joan Woodbury* 6

5129—HAPPINESS C. O. D. with *Maude Eburne, Donald Meek, Irene Ware* 7

5130—VALLEY OF THE LAWLESS with *John Mack Brown* 6

5131—BLACK GOLD with *Frankie Darro, Roy Mason, Berton Churchill and Gloria Shea* 6

## **General Information About Silent Service**

Rental charges listed herein are for one day's use. Rental for two consecutive days is 50% above the one

day charge, and one week's use (3 to 7 consecutive days) just double the listed rate for one day. The minimum charge per program is \$1.50.

Silent rental charges include delivery transportation except in case of programs shipped to Maine, Florida, Washington, Idaho, Nevada, California or Arizona. Users in these states must pay transportation in both directions. Return transportation must always be paid by user.

Silent films may be screened silently on any 16mm. sound projector.

Silent films are regularly supplied on 400 ft. reels and should not be rewound after last showing. Users are forbidden to assemble silent subjects onto longer reels unless such subjects are spliced at the end of part endings and start of part numbers. These part numbers and endings must not be cut from the reels.

If users of silent subjects wish these films assembled by us onto 1600 ft. capacity projector reels and shipped to them in this form, a charge of 75c is made for each 1600 ft. reel required. This charge is necessary to cover the time required for assembling and separating, and to compensate us for additional cost of transportation due to added weight.

---

## ***Silent Travel, Scenic, Novelty Films***

1000—FIRE WALKERS OF BEQA	1 Reel	50c
1001—JUNGLES OF THE AMAZON		1 Reel 50c
1002—A PECULIAR PAIR O' PUPS		1 Reel 50c
1004—WILD WOOL		1 Reel 50c
1007—THE FIGHTING ORPHANS		1 Reel 50c
1008—THE RIVER ROAD		1 Reel 50c
1009—THE 1934 WORLD'S FAIR	1 Reel	50c
1011—DANGEROUS TRAILS		1 Reel 50c
1017—RUBBERING IN SELANGOR		1 Reel 50c
1023—THE BOONE TRAIL		1 Reel 50c
1042—GRASS ( <i>Iran</i> )		1 Reel 50c
1043—THE HAWAIIAN ISLANDS		1 Reel 50c
1044—THE PROVINCE OF QUEBEC		1 Reel 50c
1045—MAKING A BOOK		1 Reel 50c
1047—IRON ORE TO PIG IRON		1 Reel 50c
1048—PIG IRON TO STEEL		1 Reel 50c
1049—THE AUTOMOBILE		1 Reel 50c
1050—SAND AND CLAY		1 Reel 50c
1051—IRRIGATION		1 Reel 50c

1052—BITUMINOUS COAL	1 Reel 50c
1053—HOW TEETH GROW	1 Reel 50c
1054—OCEAN LINERS	1 Reel 50c
1060—THE GREAT TRAIN ROBBERY <i>(The first story motion picture, produced by Edison in 1903)</i>	1 Reel 50c
1061—CONEY ISLAND IN 1902 <i>(An unusual novelty film)</i>	1 Reel 50c
1063—PUSH CAR TRAILS IN FOR-MOSA	1 Reel 50c
1064—THE ARID SOUTHWEST	1 Reel 50c
1065—WISCONSIN DAIRIES	1 Reel 50c
1066—MEXICO	1 Reel 50c

---

### *Silent Children's Films*

2000—'TWAS THE NIGHT BEFORE CHRISTMAS	1 Reel 50c
<small>(During December, the rate on the above picture is \$2.00 for one day)</small>	
2001—JACK AND THE BEAN STALK	1 Reel 50c

---

### *Silent Cartoons*

3000—FELIX DOUBLES FOR DARWIN	1 Reel 50c
3001—FELIX CROSSES THE CROOKS	1 Reel 50c
3002—FELIX BAFFLED BY BANJOS	1 Reel 50c
3003—EVERYBODY'S FLYING <i>(Aesop's Fable)</i>	1 Reel 50c
3005—THE PLOW BOY <i>with Mickey Mouse</i>	1 Reel 50c
3006—THE HAUNTED HOUSE <i>with Mickey Mouse</i>	1 Reel 50c
3008—PIONEER DAYS <i>with Mickey Mouse</i>	1 Reel 50c
3009—THE FIRE FIGHTERS <i>with Mickey Mouse</i>	1 Reel 50c
3012—THE CHAIN GANG <i>with Mickey Mouse</i>	1 Reel 50c
3014—THE CACTUS KID <i>with Mickey Mouse</i>	1 Reel 50c
3015—FELIX TRIPS THRU TOYLAND	1 Reel 50c
3017—BITING THE DUST, <i>an Aesop's Fable</i>	1 Reel 50c

3018—THE BREAK OF DAY, <i>an Aesop's Fable</i>	1 Reel 50c
3020—PHAROAH'S TOMB, <i>an Aesop's Fable</i>	1 Real 50c
3022—THE WATER CURE, <i>an Aesop's Fable</i>	1 Reel 50c
3028—FELIX STARS IN STRIPES	1 Reel 50c
3033—FELIX TRUMPS THE ACE	1 Reel 50c
3034—THAT OLD CAN OF MINE, <i>an Aesop's Fable</i>	1 Reel 50c
3035—MYSTERIES OF THE SEA, <i>an Aesop's Fable</i>	1 Reel 50c
3037—THE MAIL MAN, <i>an Aesop's Fable</i>	1 Reel 50c
3038—A WHITE ELEPHANT, <i>an Aesop's Fable</i>	1 Reel 50c
3048—THE BIG SWIM <i>with Mutt and Jeff</i>	1 Reel 50c
3049—BOMBS AND BUMS <i>with Mutt and Jeff</i>	1 Reel 50c
3054—MUMMY O' MINE <i>with Mutt and Jeff</i>	1 Reel 50c
3055—SODA CLERKS <i>with Mutt and Jeff</i>	1 Reel 50c
3056—GLOBE TROTTERS <i>with Mutt and Jeff</i>	1 Reel 50c
3057—THE INVISIBLE REVENGE <i>with Mutt and Jeff</i>	1 Reel 50c
3058—ACCIDENTS WON'T HAPPEN <i>with Mutt and Jeff</i>	1 Reel 50c
3059—A LINK MISSING <i>with Mutt and Jeff</i>	1 Reel 50c
3062—UPS AND DOWNS <i>with Mutt and Jeff</i>	1 Reel 50c
3063—SKATING INSTRUCTORS <i>with Mutt and Jeff</i>	1 Reel 50c
3066—RED HOT RAILS ( <i>Life Magazine Comic</i> )	1 Reel 50c
3067—THE PEACEFUL CITY ( <i>Life Magazine Comic</i> )	1 Reel 50c
3068—LOCAL TALENT ( <i>Life Magazine Comic</i> )	1 Reel 50c

---

### Silent Comedies

4000—GRIEF IN BAGDAD, <i>Chimpanzee Comedy</i>	1 Reel 50c
--	------------

4001—THE IRON MULE	<i>with Al St. John</i>	
		1 Reel 50c
4003—SUNDOWN LIMITED	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4004—BACK STAGE	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4005—THUNDERING FLEAS	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4006—UPPER CUTS	<i>with Jack Duffy</i>	1 Reel 50c
4007—CRADLE ROBBERS	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4008—BABY BROTHERS	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4009—THE BUCCANEERS	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4010—THE BIG SHOW	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4011—THE GLORIOUS FOURTH	<i>with "Our Gang"</i>	2 Reels \$1.00
4012—LONG FLIV THE KING	<i>with Charley Chase</i>	2 Reels \$1.00
4013—DERBY DAYS	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4014—DOGS OF WAR	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4015—ISN'T LIFE TERRIBLE	<i>with Charlie Chase</i>	2 Reels \$1.00
4016—LONG HOSE	<i>with Jack Duffy</i>	1 Reel 50c
4017—TIE THAT BULL	<i>with Bobby Vernon</i>	1 Reel 50c
4018—THE STUNT MAN	<i>with Larry Semon</i>	2 Reels \$1.00
4019—A PEACEFUL RIOT	<i>with Slim Summerville</i>	2 Reels \$1.00
4021—OLD TIN SIDES	<i>with Fat Carr, Fatty Alexander &amp; Kewpie Ross</i>	2 Reels \$1.00
4024—WAR FEATHERS	<i>(Our Gang Comedy)</i>	2 Reels \$1.00
4027—WANDERING PAPAS	<i>with Clyde Cook</i>	2 Reels \$1.00
4028—DUCK OUT	<i>with Bobby Vernon</i>	1 Reel 50c
4029—SLICK SLICKERS	<i>with Neal Burns</i>	1 Reel 50c

4030—S A I L O R	B E W A R E	<i>with Billy Dooley</i>	1 Reel 50c
4031—OUT WEST		<i>with Jimmie Adams</i>	1 Reel 50c
4032—CHICKEN FEATHERS		<i>with Jack Duffy</i>	1 Reel 50c
4033—HOOT MON		<i>with Bobby Vernon and Jack Duffy</i>	1 Reel 50c
4034—A BRINY BOOB		<i>with Billy Dooley</i>	1 Reel 50c
4040—C O O L O F F		<i>with Jack Duffy</i>	2 Reels \$1.00
4044—DON'T FIRE		<i>with Bobby Vernon and Andy Clyde</i>	2 Reels \$1.00
4045—ALL IN FUN		<i>with Jerry Mandy</i>	1 Reel 50c
4048—DEAD EASY		<i>with Bobby Vernon</i>	2 Reels \$1.00
4049—WILD WALLOPS		<i>with Billy Dooley</i>	2 Reels \$1.00
4051—BEAUTY A LA MUD		<i>with Jimmie Adams</i>	1 Reel 50c
4057—TIRE TROUBLE		<i>with "Our Gang"</i>	2 Reels \$1.00
4058—DOUGH AND DYNAMITE		<i>with Charlie Chaplin</i>	2 Reels \$1.00
4059—MYSTERIOUS MYSTERY		<i>with "Our Gang"</i>	2 Reels \$1.00
4060—SEEING THE WORLD		<i>with "Our Gang"</i>	2 Reels \$1.00
4061—A DAFFY DILL		<i>with Neal Burns</i>	2 Reels \$1.00
4063—SHELL SOCKED		<i>with Jimmy Adams</i>	2 Reels \$1.00
4064—HOLD STILL		<i>with Jack Duffy</i>	2 Reels \$1.00
4065—DUMB BELLES		<i>with Billy Dooley</i>	2 Reels \$1.00
4066—WIRELESS LIZZIE		<i>with Walter Hiers</i>	2 Reels \$1.00
4067—BROKEN CHINA		<i>with Bobby Vernon</i>	2 Reels \$1.00
4074—DANCING DADDY		<i>with Jack Duffy</i>	2 Reels \$1.00
4076—'TILL WE EAT AGAIN		<i>with Bobby Vernon</i>	2 Reels \$1.00

4077—NIFTY NUMBERS	<i>with Frances Lee and Billy Engle</i>	1 Reel 50c
4085—MICKEY'S WILD WEST	<i>(Mickey McGuire Comedy)</i>	2 Reels \$1.00
4086—MICKEY'S MOVIES	<i>(Mickey McGuire Comedy)</i>	2 Reels \$1.00
4087—MICKEY'S NORTHWEST MOUNTED	<i>(Mickey McGuire Comedy)</i>	2 Reels \$1.00
4088—MICKEY'S BIG GAME HUNT	<i>(Mickey McGuire Comedy)</i>	2 Reels \$1.00
4089—MICKEY THE DETECTIVE	<i>(Mickey McGuire Comedy)</i>	2 Reels \$1.00
4091—T-BONE HANDICAP	<i>(Barney Google Comedy)</i>	1 Reel 50c
4092—ARE SCOTCHMEN TIGHT?	<i>with Jack Duffy</i>	2 Reels \$1.00
4093—GOOFY GHOSTS	<i>with Jimmie Adams</i>	2 Reels \$1.00
4094—ORIENTAL HUGS	<i>with Billy Dooley</i>	2 Reels \$1.00
4095—JUST THE TYPE	<i>with Neal Burns</i>	2 Reels \$1.00
4096—LOOSE CHANGE	<i>with Jack Duffy</i>	2 Reels \$1.00
4097—WHY GORILLAS LEAVE HOME	<i>with Bobby Vernon</i>	2 Reels \$1.00
4098—OH, MUMMY	<i>with Jimmie Adams</i>	2 Reels \$1.00
4099—FRENCH FRIED	<i>with Neal Burns</i>	2 Reels \$1.00
4100—ROUGH DRIED	<i>with Billy Dooley</i>	2 Reels \$1.00
4101—CRAZY TO FLY	<i>with Bobby Vernon</i>	2 Reels \$1.00
4126—HOME CURED	<i>with Johnny Arthur</i>	1 Reel 50c
4127—MY STARS	<i>with Johnny Arthur</i>	1 50c
4128—THE CHAMPEEN	<i>with Our Gang</i>	2 \$1
4131—SALUTE	<i>with Lee Moran</i>	2 Reels \$1.00
4132—LAME BRAINS	<i>with Chester Conklin</i>	2 Reels \$1.00
4133—STANDING PAT	<i>(Ton of Fun Comedy)</i>	2 Reels \$1.00
4141—BACKFIRE	<i>(Ton of Fun Comedy)</i>	2 Reels \$1.00

4142—MUMMY LOVE	<i>with Neely Edwards</i>	2 Reels \$1.00
4143—SHE'S A PRINCE	<i>with Alice Ar-dell</i>	2 Reels \$1.00
4144—HOLD TIGHT	<i>with Joe Rock</i>	2 Reels \$1.00
4145—WHAT, NO SPINACH	<i>with Harry Sweet</i>	2 Reels \$1.00

---

### **Silent Features**

5000—THE COHEN'S AND KELLY'S	<i>with Charlie Murray &amp; Geo. Sidney</i>	8 Reels \$4.00
5001—THE PHANTOM OF THE OPERA	<i>with Lon Chaney</i>	10 Reels \$5.00
5002—TAXI TAXI	<i>with Edward Everett Horton</i>	7 Reels \$3.50
5003—DANGER RIDERS	<i>with Hoot Gibson</i>	6 Reels \$3.00
5004—THE HUNCHBACK OF NOTRE DAME	<i>with Lon Chaney</i>	10 Reels \$5.00
5006—TARZAN OF THE APES	<i>with Elmo Lincoln</i>	5 Reels \$2.50
5007—GEORGE WASHINGTON, HIS LIFE AND TIMES		4 Reels \$2.00
(During February, the rate on the above picture is \$4.00 for one day)		
5008—THE OLD OREGON TRAIL	<i>with Art Mix</i>	5 Reels \$2.50
5010—OUTSIDE THE LAW	<i>with Lon Chaney</i>	8 Reels \$4.00
5013—THE KING OF WILD HORSES	<i>with Rex</i>	5 Reels \$2.50
5014—CLASH OF THE WOLVES	<i>with Rin-tin-tin</i>	5 Reels \$2.50
5015—AMERICA GOES OVER, Official Signal Corps World War Film		5 Reels \$2.50
5016—WITH GENERAL CUSTER AT THE LITTLE BIG HORN	<i>with Roy Stewart, Helen Lynch, Edmund Cobb and John Beck</i>	6 Reels \$3.00
5017—THE FIGHTING BLADE	<i>with Richard Barthelmess</i>	9 Reels \$4.50
5019—CHARLEY'S AUNT	<i>with Syd Chaplin</i>	8 Reels \$4.00
5020—THE MAN ON THE BOX	<i>with Syd Chaplin</i>	5 Reels \$2.50

5021—BARBARA FRIETCHIE	<i>with Edmund Lowe and Florence Vidor</i>	8 Reels \$4.00
5023—THE BLOOD SHIP	<i>with Richard Arlen, Jacqueline Logan and Hobart Bosworth</i>	8 Reels \$4.00
5025—THE PRAIRIE PIRATE	<i>with Harry Carey</i>	5 Reels \$2.50
5026—ANNAPOLIS	<i>with John Mack Brown and Jeanette Loff</i>	5 Reels \$2.50
5027—THE RED RAIDERS	<i>with Ken Maynard</i>	5 Reels \$2.50
5028—THE YANKEE CLIPPER	<i>with William Boyd</i>	5 Reels \$2.50
5029—HILLS OF KENTUCKY	<i>with Rin-tin-tin</i>	5 Reels \$2.50
5030—CRISTUS ( <i>Life of Christ</i> )		7 Reels \$3.50
5032—WHERE THE NORTH BEGINS	<i>with Rin-tin-tin</i>	6 Reels \$3.00
5033—SPUDS	<i>with Larry Semon</i>	5 Reels \$2.50
5034—FLYING LUCK	<i>with Monty Banks and Jean Arthur</i>	7 Reels \$3.50
5036—THE RUNAWAY EXPRESS	<i>with Jack Daugherty</i>	6 Reels \$3.00
5037—THE FIGHTING EAGLE	<i>with Rod la Rocque</i>	5 Reels \$2.50
5039—BRAVEHEART	<i>with Rod la Rocque</i>	5 Reels \$2.50
5049—THE DROP KICK	<i>with Richard Barthelmess</i>	5 Reels \$2.50
5050—ELLA CINDERS	<i>with Colleen Moore and Lloyd Hughes</i>	5 Reels \$2.50
5051—COURTIN' WILDCATS	<i>with Hoot Gibson</i>	6 Reels \$3.00
5058—YELLOW CONTRABAND	<i>with Leo Maloney</i>	6 Reels \$3.00
5059—THE COVERED WAGON	<i>with J. Warren Kerrigan, Lois Wilson, Ernest Torrence, Tully Marshall, Alan Hale</i>	6 Reels \$4.50
5060—RANSON'S FOLLY	<i>with Richard Barthelmess and Dorothy Mackaill. Richard Harding Davis' story of the Western Frontier.</i>	8 Reels \$4.00
5104—KING OF THE HERD	<i>with Raymond McKee</i>	6 Reels \$3.00

5108—SOUTH OF THE EQUATOR <i>with</i> <i>Kenneth McDonald</i>	5 Reels \$2.50
5109—CALL OF THE KLONDIKE <i>with</i> <i>Gaston Glass, Dorothy Dwan</i>	6 Reels \$3.00
5117—THE LOST EXPRESS <i>with Helen Holmes</i>	5 Reels \$2.50
5118—LORNA DOONE <i>with Madge Bellamy and John Bowers</i>	7 Reels \$3.50

---

### ***Advertising Material***

Advertising material on Talking Pictures is available from Chicago Poster Exchange, 726 South Wabash Avenue, Chicago, at the following low prices, f. o. b. Chicago: Posters—1 sheet, 7c; three sheets, 21c; six sheets, 42c. Photos—8x10 stills, 3c each; 11x14 displays (set of eight) 35c; 22x28 displays, 20c each; 14x36 inserts, 10c each. Window cards, 14x22, 5c each. Prices subject to change without notice.

---

### **IMPORTANT NOTICE**

16mm. Sound Films are licensed for non-theatrical use only and may not be exhibited in theatres or in commercial competition with theatres.

---

## **RENT A 16mm. SOUND PROJECTOR**

Here is an opportunity for any person to start circuit showings of talking pictures without investing a great amount of capital. We supply a 24B Victor Animato-phone projector with 750 watt illumination, 15 watt sound output, High Fidelity Auditorium Speaker with 100 ft. cable and all lamps, cells and tubes with normal replacements for only \$7.50 a week providing our film service is used exclusively on a weekly basis. Projectors must be used for period of at least four consecutive week's and rental paid in advance. Film shipments are made c.o.d. each week and after the first four weeks, each week's projector rental is added to this film c.o.d. thus making your terms a weekly payment arrangement.

## **Recess Programs (Sound)**

Many schools and institutions find a program of 35 to 40 minutes ideally suited to their requirements for assembly use.

From the hundreds of sound and talking short subjects we have available an almost limitless number of combinations may be made up for these programs. Make your own selection of every subject—we'll assemble them just as you specify on a 1600 ft. reel.

Such a four reel program of your own selection will cost \$5.00 when spot booked, or if you agree to use a series of fifteen such programs during the school year, your cost will be but \$4.00 per program. These prices are for one day's use.

If you wish a copy of the form covering the series of fifteen four reel programs, just write us and it will be sent you immediately.

(Note: While all sound short subjects listed herein are, as of October 1, 1937, available on this special price basis in a group of fifteen programs, we reserve the right to exclude any of these current subjects, as well as any future releases from this offer at any time without notice, such exclusions, however, not to affect any specific subject already booked and reserved for customers under this arrangement.)

---

## **Ways to Save Money (Silent Films)**

### *Complete Silent Programs of Feature and One or More Short Subjects*

Regular users requiring a complete silent program for one day's use each week or every second week can make a virtual saving of 7% from our already low prices. By booking a series of thirteen such programs, one for use one day each week for thirteen consecutive weeks, or one day every second week for twenty-six consecutive weeks, this saving is possible. The entire series must be booked at one time and played exactly as booked . . . no future changes are permitted either in dates or subjects.

In the event the first twelve programs are used as scheduled, we will supply the thirteenth, the final program of the series, without cost other than return transportation. This final program is to be approximately the average value of the first twelve.

In booking a series such as this the user has everything to gain and nothing to lose. If for any reason it is necessary to cancel or change after the series has started, you may do so without cost or obligation—all you lose is the free "thirteenth" program which is your reward for completing the series as booked.

### *Two Reel Silent Programs*

Many schools, institutions and camps make regular use of free industrial movies that are provided by various manufacturers and associations. As these films are almost invariably of an educational or instructional nature, programs made up of these exclusively often fail to click as well as might be desired. The answer to this problem is the inclusion of a good comedy film to properly balance the program. While our normal minimum service charge is \$1.50 a program, we make the special rate of \$1.00 plus postage on a series of four or more two reel silent programs of your own selection, to be played one a certain day each week for four or more consecutive weeks. These programs must all be booked in groups of not less than four at a time in order to get this special rate.